



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

March 8, 2005  
4:00 p.m.

**MEMBERS PRESENT:** M. Holmes, J. McDonald, K. Nesbitt, M. Reynolds, J. R. Smith  
**MEMBERS ABSENT:** G. Moffat, H. Roper  
**OTHERS PRESENT:** Bob Evans, Sierra Heritage Magazine  
**CITY STAFF:** Robert Richardson, City Manager  
**STAFF SECRETARY:** Marilyn Hamner-Crout  
**TOTAL ATTENDANCE:** 8  
**MEETING CONVENED:** 4:00 p.m.  
**MEETING ADJOURNED:** 5:00 p.m.

SECTION	AGENDA ITEM	ACTION	VOTE (if any)
<b>I. Call to Order and Flag Salute</b>		Meeting was called to order by Chairman Monti Reynolds at 4:00 p.m.	
<b>II. Agenda Approval</b>	Review agenda and propose changes.	No changes were requested.	
<b>III. Public Comment</b>	A time to speak on any item not on the agenda.	City Manager Bob Richardson gave a brief update on Project Auburn. It is scheduled for June 25 and may have as many as 1,000 volunteers. The original scope of the project was limited to the exterior and some interior renovation of the two buildings recently purchased by OTAPS. The scope of the project has been expanded to the entire Old Town, which could include signage, paint, landscaping, etc. Smith presented a possible color palette which prompted a discussion on historical colors versus a more aesthetic color palette. A field trip to Old Town was suggested, and it was set for Tuesday, March 15, 4:00 p.m.	
<b>IV. Approval of Minutes</b>	Approval of minutes for February 22, 2005	It was moved to approve the minutes of February 22, 2005, as submitted.	<b>Motion: Holmes/ McDonald Approved.</b>
<b>V. Fiscal Year 2004-2005 Budget Report</b>	Current budget report	City Manager Bob Richardson reported there were no changes to the budget report.	
<b>VI. Funding Request</b>	None	None	
<b>VII. EDC Business</b>	Placer County Welcome Guide	Bob Evans spoke on behalf of Sierra Heritage Magazine regarding advertising opportunities in two guides. He said the Placer County Welcome Guide (formerly called Sierra Visitor Guide) is published yearly in May with 50,000 copies being printed. A full inside page costs \$2,250.	
	Gold Country Visitor Guide	The Gold Country Visitor Guide is published every two years in May with 50,000 copies being printed. A full inside page costs \$2,500.	

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		<p>Richardson referred to a letter from Roper that suggested a double-trunk ad in collaboration with Chamber of Commerce, DBA, OTBA and Arts Commission. In addition, individual ads could then be sold to the retailers. The editorial portion of the ad could focus on "spending a day in Auburn" but highlighting those businesses that chose to advertise.</p> <p>It was moved to recommend to City Council that the City purchase advertising space on two inside full pages in the Placer County Welcome Guide for a reduced cost of \$2,000 per page or a total cost of \$4,000.</p> <p>It was moved to recommend to City Council that the City purchase advertising space on two inside full pages in the Gold Country Visitor Guide for a reduced cost of \$2,250 per page or a total cost of \$4,500.</p> <p>The question of overruns of the editorial/ad was raised. Evans said he would get a bid on various sized runs and let EDC know what the cost would be.</p> <p>It was agreed that this item will not be taken to City Council for approval until the other organizations are contact and the entire package is in place.</p>	<p><b>Motion: Holmes/ Nesbitt Approved.</b></p> <p><b>Motion: Holmes/ McDonald. Approved.</b></p>
<b>VIII. Economic Development Commission Reports</b>		<p>Richardson gave an update on the Old Town parking lot project.</p> <p>Holmes reported that he and Mayor Dowdin will be taking an updated plan of the Placer Auburn Performing Arts Center to Washington, DC, to see if they can get some support for it.</p> <p>McDonald said that ACTV is working on a project to promote bus rider ship to alleviate traffic on our local streets. The package will be presented to EDC at an upcoming meeting.</p>	
<b>IX. Future Agenda Items</b>		<p>⇒ One-stop information center</p>	
<b>X. Next Meeting Date</b>		<p>A field trip to Old Town is proposed for Tuesday, March 15, 4:00 p.m. The next regular meeting will be held on Tuesday, March 22, 2005, 4:00 p.m.</p>	
<b>XI. Adjournment</b>		<p>Meeting was adjourned at 5:00 p.m.</p>	